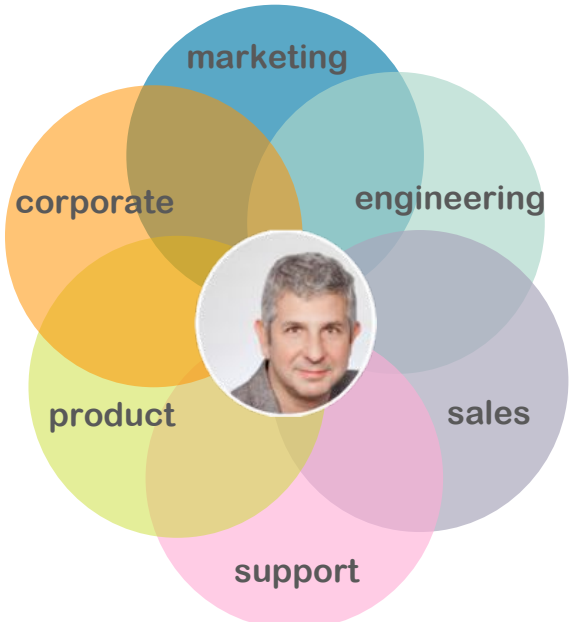
NoLimit

GROUPE RENAULT

technology evangelist

technology evangelist

full stack marketer
CDDO
Data Protection Officer (DPO)
learn marketing et professeur
coding et programing
entrepreneur
consultant



hubert@kratiroff.com

@kratiroff

linkedin.com/in/kratiroff

FINANCE DEPARTMENT | FOR SUSTAINABLE VALUE CREATION

ECOLE DE LA FINANCE

GROUPE RENAULT

GROUPE RENAULT

GROUPE RENAULT

DRIVE THE FUTURE

La FRENCH TECH

UX

www.toutsurle
marketing.com/**nolimit**

GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION

une école
CCI GRENOBLE

1

TOUJOURS PLUS

TOUCHE TOUT
PLUS VITE
PLUS FORT

2

PLUS D'ATTENTES

NOUVELLES
EXIGENCES
CLIENT

3

INFO-BÉSITÉ

CONTENU
DE
MARQUE

4

PLUS DE CONTACTS

PARCOURS
EXPÉRIENCE
CLIENT

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GROUPE RENAULT

☆ Active poll
sli.do
Comment vous sentez-vous en ce début de conférence ?
0 0 0
Score: 0
Join at
slido.com
#nolimit
0% 0% 0% 0% 0% 0% 0% 0% 0% 0%
1 2 3 4 5 6 7 8 9 10

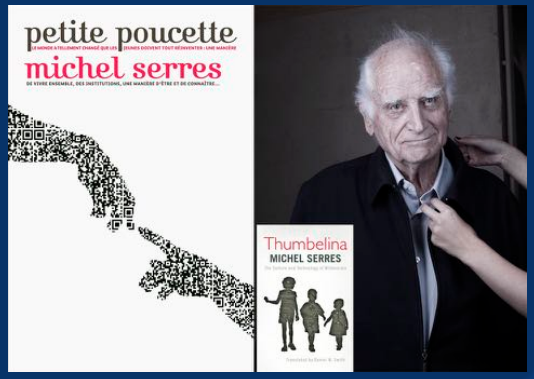
3ème révolution industrielle
Vapeur
Électricité
NBIC

Michel SERRES

-3000 écriture

1450 imprimerie

2000 numérique



Luc FERRY

1800 Vapeur

1900 Électricité

2000 Digital

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« meeting needs profitably »

Philip Kotler
(2006 12ème édition de Mkt Mgt)

meeting needs profitably

Kotler

Transformer la satisfaction des clients en profit pour l'entreprise

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CARE

Stop selling. Start helping

Gary Vaynerchuk

Zig Ziglar

your happiness is my business

Aphorisme de Hubert Kratiroff

M3 Modern Marketing Model

1. Strategy
2. Market Orientation
3. Customer insight
4. Brand & Value
5. Segmentation Targeting
6. Positioning
7. UX / CX & content
8. Distribution
9. Promotion
10. Data & Measurement

Méfiez-vous des recettes des années 60

- 4P
- bon produit bon prix
  bon endroit bon moment
- cognitif conatif affectif
- SONCAS
- AIDA

~~SWOT~~

TOUJOURS PLUS

VUCA

TOUJOURS PLUS

V U C A

VOLATILITY
Equity, bond and currency market volatility; the lack of stability and predictability

UNCERTAINTY
The potential change in the inflation index calculation, the potential switch to "smoothing" for pension funds calculating their recovery plan; the lack of ability to foresee what major changes might come.

COMPLEXITY
In understanding these financial markets in the era of the "new normal". The proliferation and increasing complexity of new financial instruments and regulation to deal with increasingly complex markets, moving in ways experts have never seen before.

AMBIGUITY
The resulting feeling. Is this the great rotation from bonds to equities? Or will bond yields stay low for longer? What is the best course of action?

VUCA

HBR
2014

THE NEXT BIG THING

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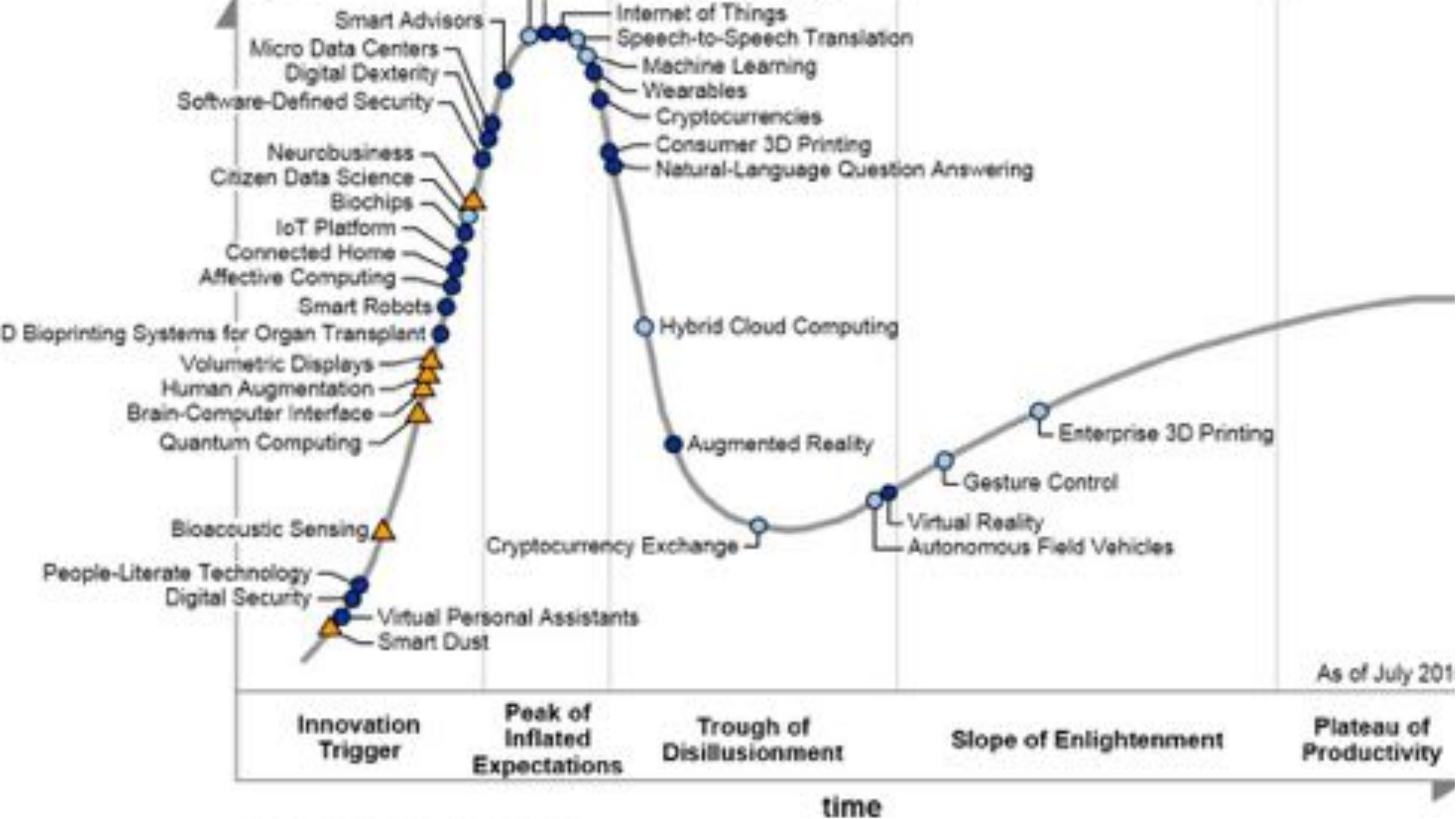

Smart Advisors
Micro Data Centers
Digital Dexterity
Software-Defined Security
Neurobusiness
Citizen Data Science
Biochips
IoT Platform
Connected Home
Affective Computing
Smart Robots
D Bioprinting Systems for Organ Transplant
Volumetric Displays
Human Augmentation
Brain-Computer Interface
Quantum Computing
Bioacoustic Sensing
People-Literate Technology
Digital Security
Virtual Personal Assistants
Smart Dust
Internet of Things
Speech-to-Speech Translation
Machine Learning
Wearables
Cryptocurrencies
Consumer 3D Printing
Natural-Language Question Answering
Hybrid Cloud Computing
Augmented Reality
Cryptocurrency Exchange
Enterprise 3D Printing
Gesture Control
Virtual Reality
Autonomous Field Vehicles
As of July 201
Innovation Trigger
Peak of Inflated Expectations
Trough of Disillusionment
Slope of Enlightenment
Plateau of Productivity
time

Lexique : les acronymes du marketing

Toute spécialité a son jargon, en attendant un vrai lexique, voici 220 acronymes – pas tous pertinents - du marketing digital…

AAA : Average active sessions
AARRR : Acquisition, Activation, Retention, Referral, Revenue
ABC : Always Be Closing
ABM : Account Based Marketing
ACSEL : Association pour commerce et services en ligne (Association de l'économie numérique)
ADEX : Ad Exchange plateform
AdTech : Advertising Technology (voir MarTech)
ADX : Google DoubleClic Ad Exchange plateform
AMP : Accelerated Mobile Pages
API : Application program interface (voir MtoM)
AR : Augmented Reality
ARPU : Average revenue per user
ARR : average recurring revenu (or annual)
ASO : App Store Optimization (voir Search)
ASP : Application service provider
AtAwAd : Anytime Anywhere Anydevice
ATF : Above the fold
ATL : above the line (voir media)
AWD : Adaptive web design
BAT : Baidu Alibaba Tencent
BMG : Business Model Generation
BOB : Best of Breed
BOFU : Bottom Of Funnel
BPM : Business Process Management
BR : bounce rate
BTF : Below the fold
BTL : below the line (voir hors media)
BtoG : business to Government
BtoR : Business to Retail
BYOD : Bring your own device
CAC : Customer Acquisition Cost
CAD : communication audiovisuelle dynamique (DOOH)
CCO : Chief Customer Officer
CDC : Cahier des Charges
CDJ : customer digital Journey
CDO : Chief Digital Officer
CEM : Customer Experience Management
CLV : Customer lifetime value
CM : Community Manager
CMI : Communication Marketing intégrée (IMC)
CMO: Chief Marketing Officer
CMS : Content management system
COOC : Corporate Open Online Course
COS : Cost Of Sale
CPA : collective performance et acquisition
CPA : Cost per acquisition / action
CPC : Cost per click (Cost-per-Customer)
CPCV : Cost per completed view (CPCV = Cost ÷ Completed Views)
CPL : Cost per lead
CPM : Cost per thousand
CPT : Cost-per-Transaction
CPV : Cost per view (see also PPV)
CR : Conversion rate
CRM : Customer relationship management

NBIC

TOUJOURS
PLUS

NBIC

Nano (techno / matériaux)

Bio (techno / mimétisme)

Informatique (IOT / B)

Cognitif (IA, MOOC)

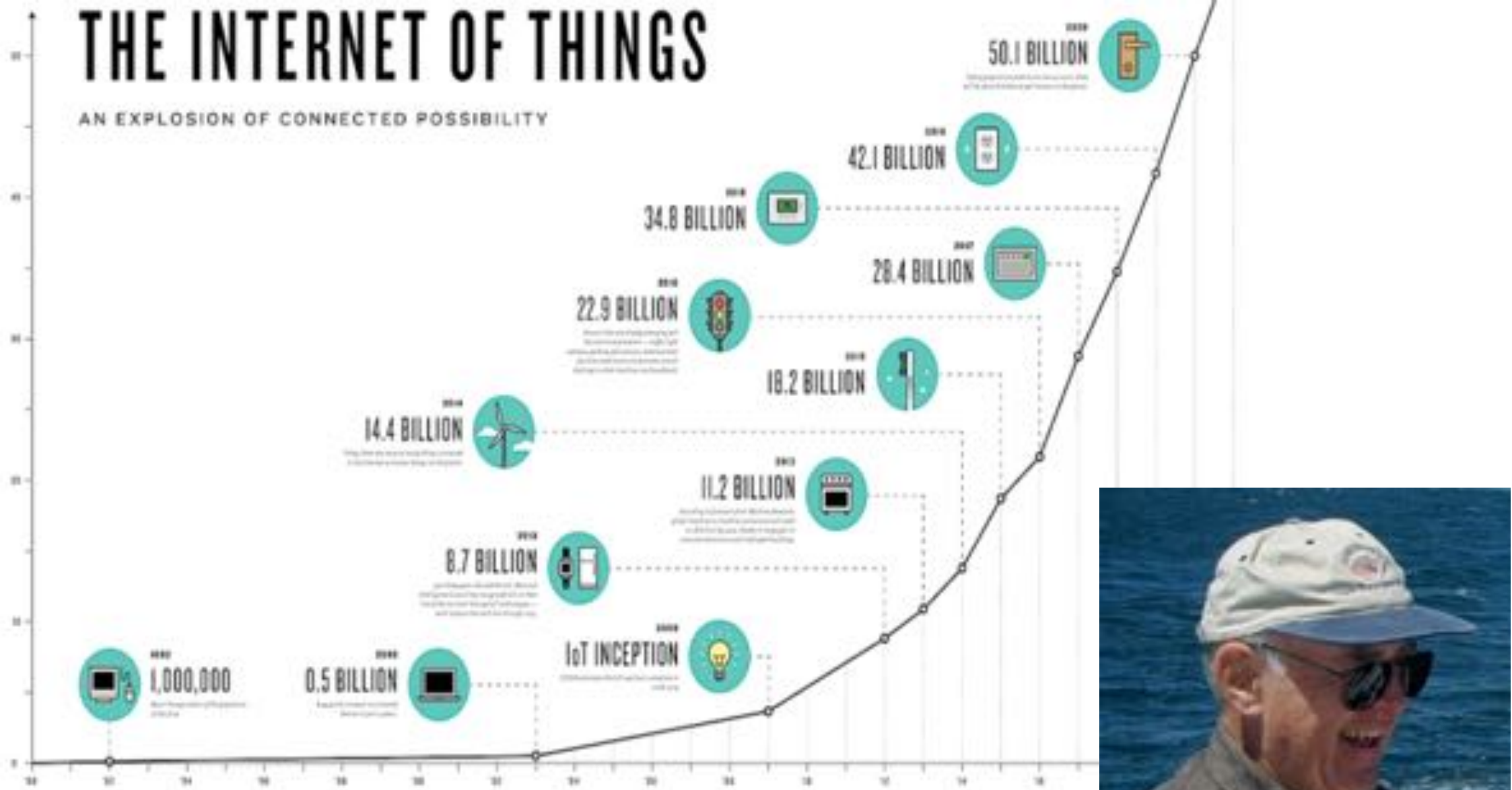
KEEP
CALM
AND
THINK
BIG

Moore

Gordon

THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY



omentum

IOT / DATA

Gartner = 25 milliards

Cisco = 50 milliards

Intel = 200 milliards

PLUS VITE

TOUJOURS PLUS

LA VITESSE D'ITÉRATION

BAT LA QUALITÉ D'ITÉRATION

Fail early, Fail fast, Fail cheap

Test and Learn

FAIL : First Attempt In Learning

Plus d’efficacité

TOUJOURS PLUS

Do More With Less

Lean Management

Pizza team

MVP (minimum viable product)

POC (proof of concept)

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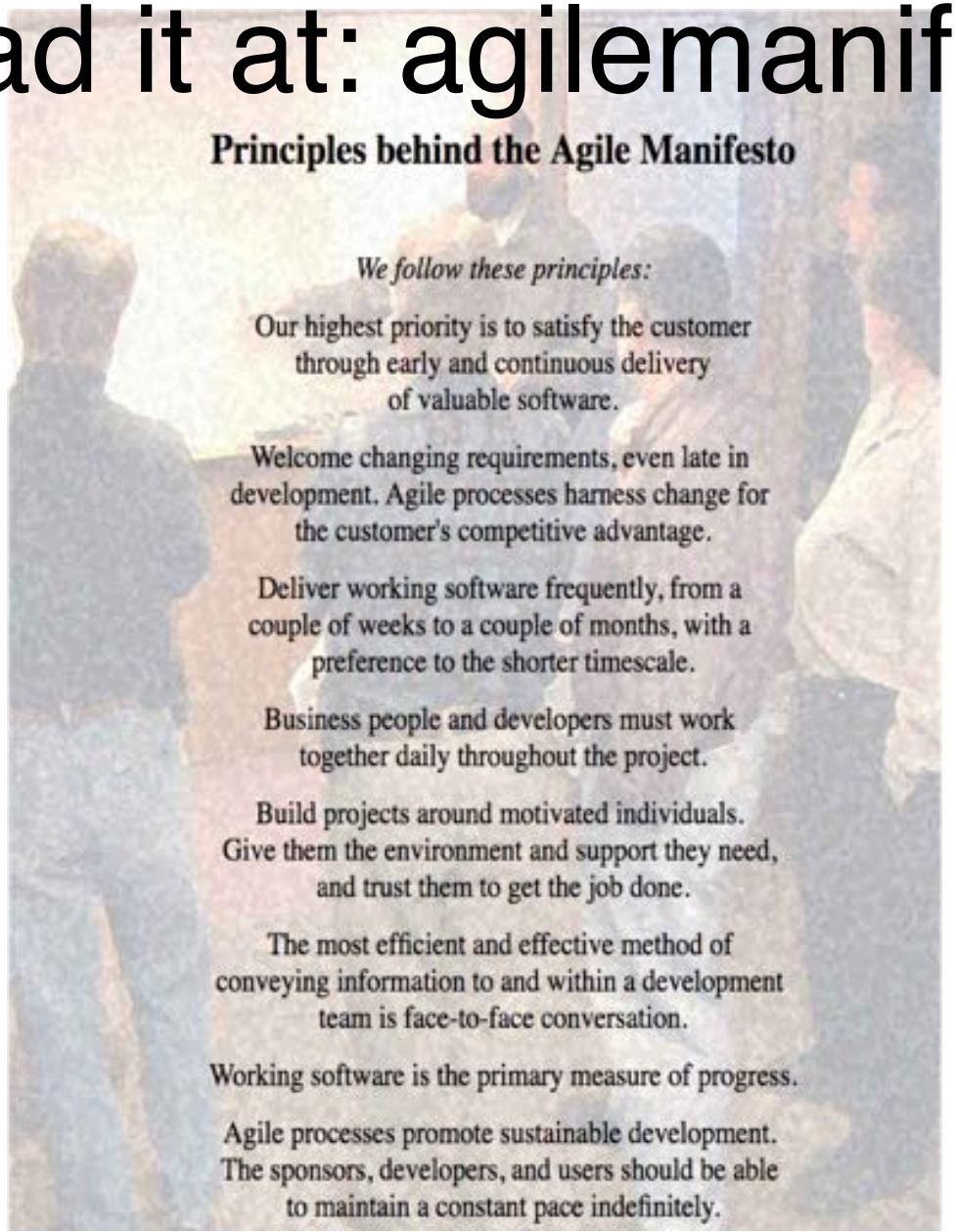
THE LEAN
STARTUP
ERIC RIES

PizzaTeam = 9 personnes

AGILE

Please read it at: agilemanifesto.org



Principles behind the Agile Manifesto

We follow these principles:

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Working software is the primary measure of progress.

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

☆ Active poll
sli.do
Comment vous sentez-vous en ce début de conférence ?
0 0 0
Score: 0
Join at
slido.com
#nolimit
0% 0% 0% 0% 0% 0% 0% 0% 0% 0%
1 2 3 4 5 6 7 8 9 10

Les Nouvelles économies

GAFAMS...NATU...BATX

image
de FaberNovel

uber
paypal
skype
airbnb
alibaba
facebook

Début de liste des services disruptés

In 2015 Uber, the world's largest taxi company owns no vehicles, Facebook the world's most popular media owner creates no content, Alibaba, the most valuable retailer has no inventory and Airbnb the world's largest accommodation provider owns no real estate.

Plus de partage

TOUJOURS PLUS

IDRISS ABERKANE

Économie de la connaissance

THE **BLUE** ECONOMY

Gunter Pauli

REPORT TO THE CLUB OF ROME

Cryptographie Partagée

pas de limite à la BlockChain
base du BitCoin
développement de la fintech

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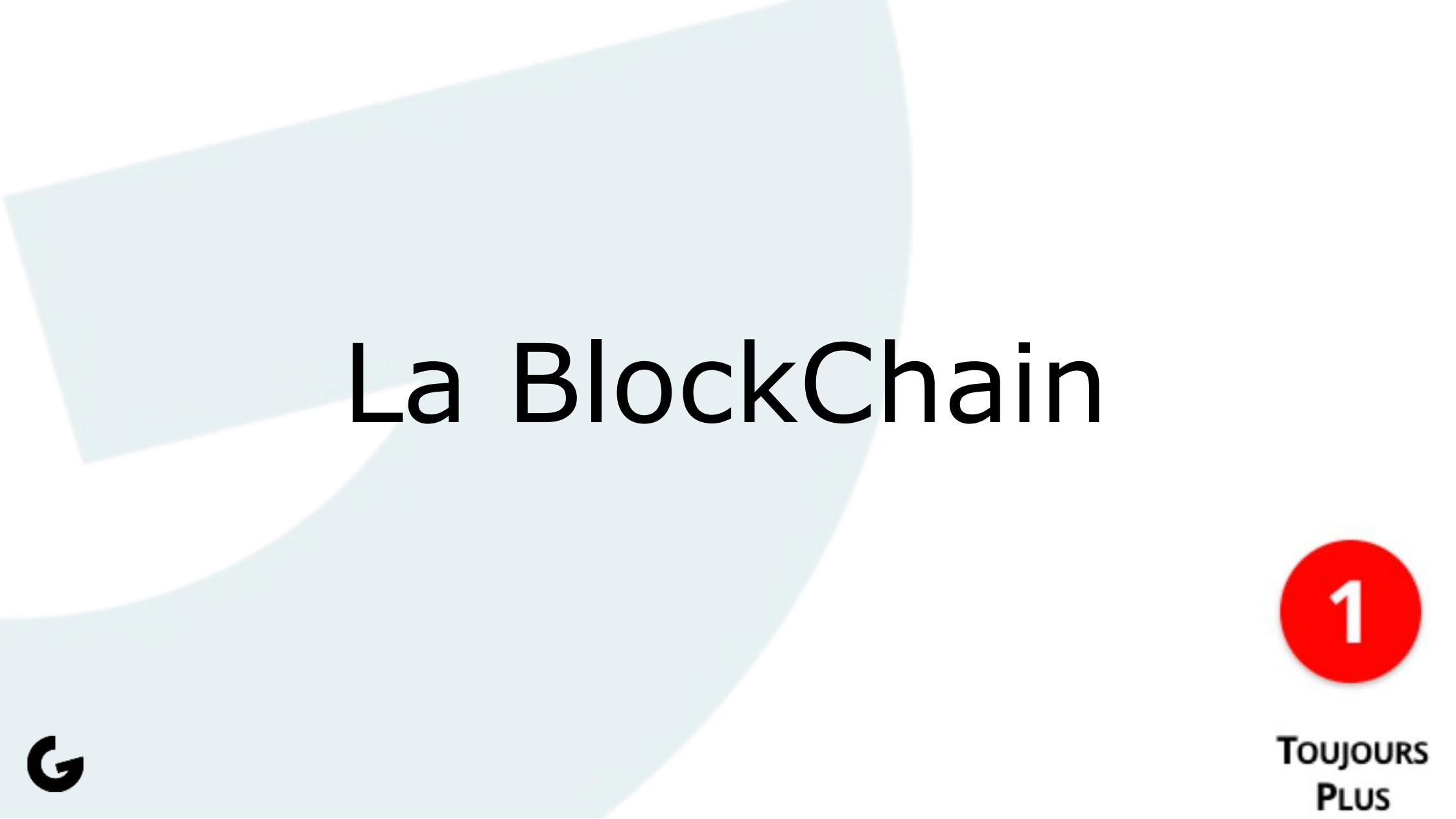
La BlockChain



Post PC
Post Digital

RESTE HtoH

TOUJOURS
PLUS

USER

USER

USER

USER

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L’humanité augmentée

TOUJOURS PLUS

WHEN HUMANS TRANSCEND BIOLOGY
THE SINGULARITY IS NEAR
RAY KURZWEIL
Luc Ferry
LA RÉVOLUTION TRANSHUMANISTE
Comment la technomédecine et l'uberisation du monde vont bouleverser nos vies
PLON
Singularity University
Preparing Humanity for Accelerating Technological Change

Singularity University

Preparing Humanity for
Accelerating Technological Change

ET POUR FINIR :

Plus d’attentes…

TOUJOURS PLUS

Key TakeAways

ce qu'il faut retenir

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TECHNOLOGY & INNOVATION

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1

TOUJOURS PLUS

tout change
emporté par le
courant du fleuve

Héraclite

L'eau construit sa course en fonction de la nature pour remplir tout le terrain

Sun Tsu

GRENOBLE ECOLE DE MANAGEMENT
TECHNOLOGY & INNOVATION

CCI GRENOBLE

2

PLUS D'ATTENTES

Nouvelles Attentes

Pourquoi se contenter du minimum ?

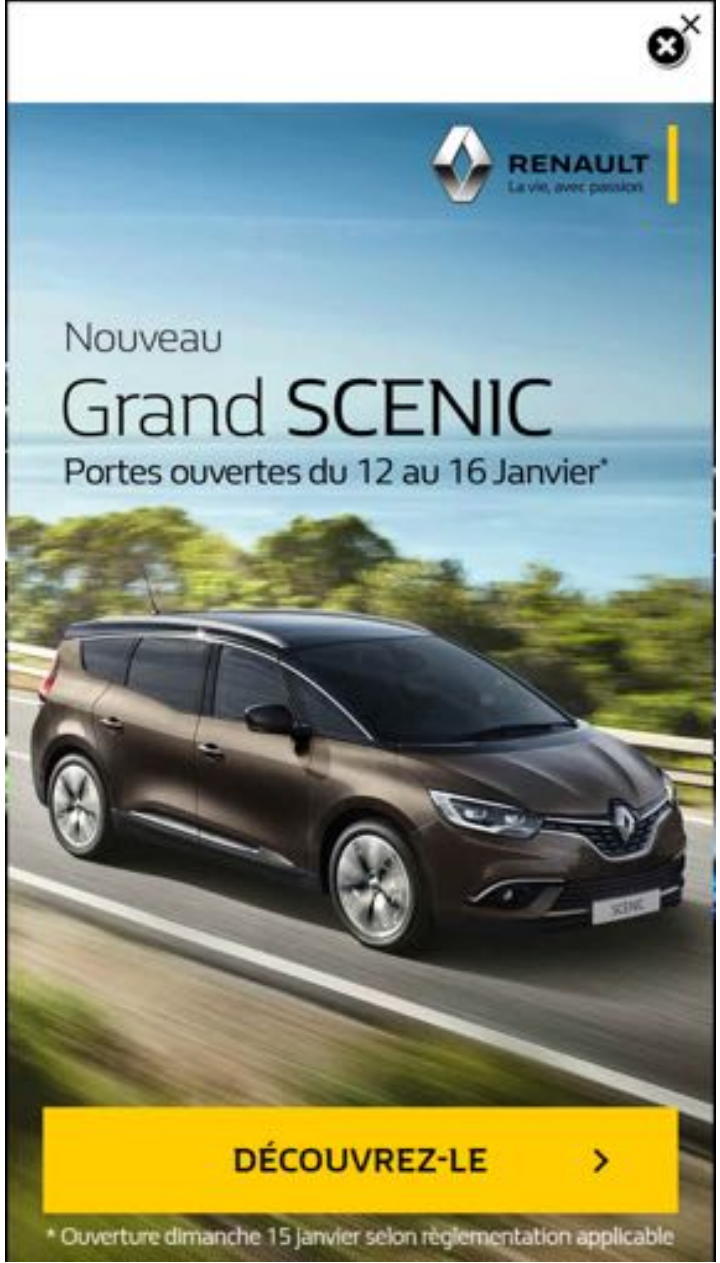
2

PLUS D'ATTENTES

1990 : web et internet
2000 : mobile
2010 : Living Services

source : Google, Accenture

MOBILE
FIRST
ONLY


RENAULT
La vie, avec passion
Nouveau
Grand SCENIC
Portes ouvertes du 12 au 16 Janvier*
DÉCOUVREZ-LE
* Ouverture dimanche 15 janvier selon règlementation applicable

WeChat

LINE
NAVER

THE DIGITISATION OF EVERYTHING

+

LIQUID EXPECTATIONS

OUR **HOMES**
OUR **BODIES**
OUR **FAMILIES**
OUR **EDUCATION**
OUR **WORK**
OUR **TRANSPORT**
OUR **FINANCES**
OUR **SHOPPING**

M-PESA

esport
gaming

PARIS
SAINT-GERMAIN
eSports

Nintendo
Wii

LEAGUE OF LEGENDS

COUNTER STRIKE
GLOBAL OFFENSIVE

Digitalisation : IOT

- Billet / Voucher / carte (wallet)
- Porte (smart door)
- Maison
- Ecole / Cours
- Santé
- Politique
- Voiture (Tesla OS)
- Wearable

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LIQUID
EXPECTATIONS
Defend
Differentiate
Disrupt
AND LIQUID
OPPORTUNITIES

Liquid Expectation

Partir / sortir sans payer

Réserver d’un clic

Commande par bouton (DASH)

Connexion permanente

Temps réel pour tout

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TECHNOLOGY & INNOVATION

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2

PLUS D’ATTENTES

Consommateur Sans Limite

un consommateur ça ose tout,
ça compare tout,
ça demande (exige) tout,
ça commente tout, partout,
ça ne lit RIEN (tl;dr)
ça demande un secret total des informations confiées
→ Expectation Economy

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TECHNOLOGY & INNOVATION
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2
PLUS D'ATTENTES

Living services

Intime et proche de nous

Impact sur la vie

Fabrication de plus de data autorisant l'IA et les changements en temps réel

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TECHNOLOGY & INNOVATION

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2

PLUS D'ATTENTES

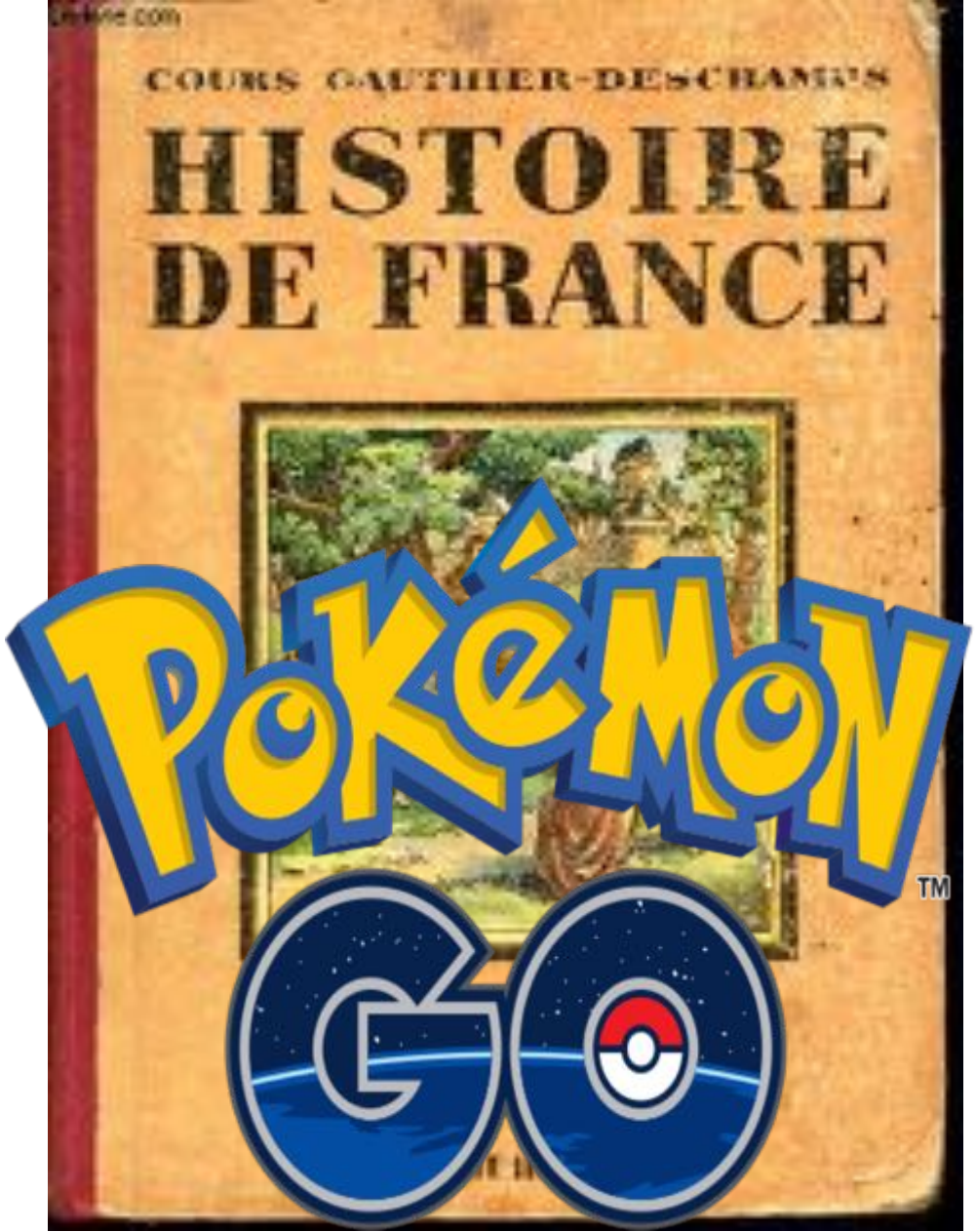
PLUS VITE

Les users attendent du temps réel

2

PLUS D'ATTENTES

GAMIFICATION


COURS GAUTHIER-DESCHAMPS
HISTOIRE
DE FRANCE
Pokémon
GO

Les lois de Michel Audiard

INBOUND MARKETING

1

CUSTOMER EMPOWERMENT

One clic away
« Power in the hand »
AdBlock
TouchPoints
Soft Power
Privacy
Living Services

2

INBOUND MARKETING

Permission
VRM
ZMOT
SEO
UI UX CX IxD SD
WTS

Personas
UserStory

3

TAUX DE CHURN

Engagement
Viralité
Fidélité

Lovemarks

Micro Moments
Stimulus
Know / Go
Do / Buy

PRE SALES
Avant-Ventes
Support
Assurance
Rassurance
Confirmation
Stock / délai / livraiso
Conditions
Retours possibles ?

AFTER SALES
SAV service client
Social SAV
FAQ
Vidéo Utilisation

Social
Referals

SEARCH
SEO
+ SEA

Négociation
Closing
ABC

2

PLUS
D'ATTENTES

...

CNIL + RGPD

protection des données personnelles

PLUS D'ATTENTES

Nouveaux Jobs

PLUS D'ATTENTES

CODE IS POETRY

Logiciels et outils

APP iOS avec xCode :

Leçon de facilité

APP / HTML

Key TakeAways

ce qu'il faut retenir

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2

PLUS D'ATTENTES

Liquid Expectations : benchmark intersectoriel

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2

PLUS D'ATTENTES

BRAND CONTENT

1

FOMO

Infobésité
Info-Snacking
10 heures
Hyper Choix
Digital Detox
NoMoPhobie

2

BRAND CONTENT

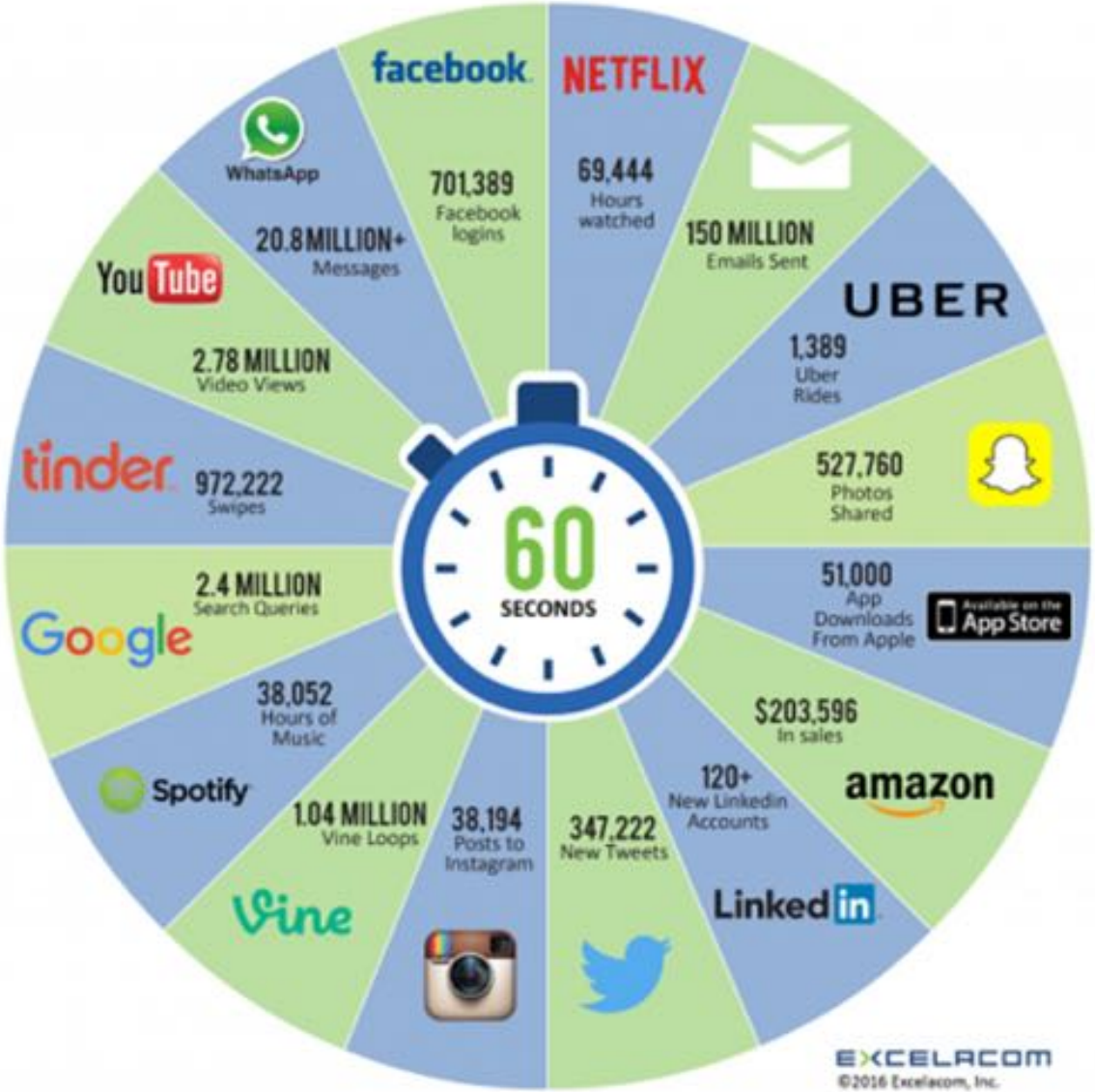
StoryTelling
Native ad
Gamification
Curation
Vidéo
RTM / SEO

POEM

3

LOVEMARKS

Respect du lecteur
Respect du client
Fidèle au-delà du raisonnable


facebook
701,389
Facebook logins
NETFLIX
69,444
Hours watched
150 MILLION
Emails Sent
UBER
1,389
Uber Rides
527,760
Photos Shared
51,000
App Downloads From Apple
Available on the App Store
$203,596
In sales
amazon
120+
New Linkedin Accounts
Linked in
347,222
New Tweets
38,194
Posts to Instagram
1.04 MILLION
Vine Loops
38,052
Hours of Music
Spotify
2.4 MILLION
Search Queries
Google
972,222
Swipes
tinder
2.78 MILLION
Video Views
YouTube
20.8 MILLION+
Messages
WhatsApp
60
SECONDS
EXCELACOM
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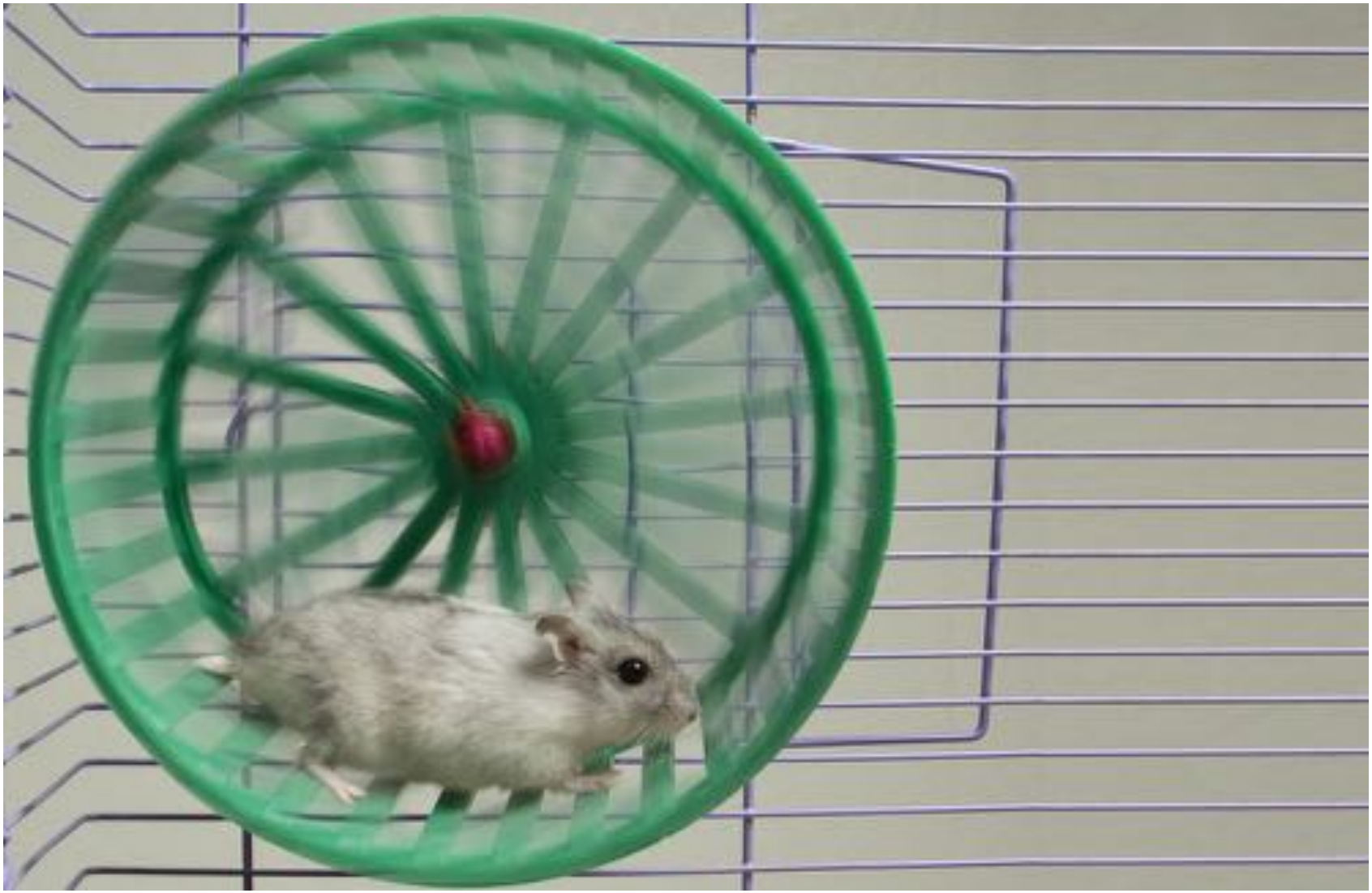


Syndrome du Hamster

InfoBésité

METTONS FIN À
LA MALNUTRITION CÉRÉBRALE.
MUSCLEZ VOTRE ESPRIT.
IN FLUENCIA

A Time To Reflect

Extraordinarily Simple

Sometimes all you need to realize your fullest potential is time and space.

A Time To Reflect is a gift of self-care; a self-structured "workshop" that gives you the opportunity to do as much or as little as you like.

Like our regular workshops, *A Time To Reflect* runs over either a weekend (Friday through Sunday) or a week (Sunday through Friday). Each day you are free to choose among Esalen's unique gifts: our natural hot springs, daily movement and meditation classes, weekly evening programs, lovingly prepared meals (often featuring organic produce, freshly harvested from our garden), and twenty-seven acres of spectacular grounds.

You could … dive into your next creative project or finish a work-in-progress. Meditate for hours in the streamside meditation roundhouse, volunteer in the farm and garden, or bring that stack of books you've always wanted to read. Treat yourself to a massage or other healing modality each and every day, or even twice a day.

Or, you could just … let your beingness be.

Nourish your mind, body, heart, and soul by treating yourself to the best of Esalen.

Content is king

INFO-
BÉSITÉ

“Content is King”
Bill Gates, 1996

Content is King (1/3/96)

By Bill Gates

Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting.

The television revolution that began half a century ago spawned a number of industries, including the manufacturing of TV sets, but the long-term winners were those who used the medium to deliver information and entertainment.

When it comes to an interactive network such as the Internet, the definition of "content" becomes very wide. For example, computer software is a form of content-an extremely important one, and the one that for Microsoft will remain by far the most important.

But the broad opportunities for most companies involve supplying information or entertainment. No company is too small to participate.

One of the exciting things about the Internet is that anyone with a PC and a modem can publish whatever content they can create. In a sense, the Internet is the multimedia equivalent of the photocopier. It allows material to be duplicated at low cost, no matter the size of the audience.

The Internet also allows information to be distributed worldwide at basically zero marginal cost to the publisher. Opportunities are remarkable, and many companies are laying plans to create content for the Internet.

For example, the television network NBC and Microsoft recently agreed to enter the interactive news business together. Our companies will jointly own a cable news network, MSNBC, and an interactive news service on the Internet. NBC will maintain editorial control over the joint venture.

I expect societies will see intense competition-and ample failure as well as success-in all categories of popular content-not just software and news, but also games, entertainment, sports programming, directories, classified advertising, and on-line communities devoted to major interests.

Printed magazines have readerships that share common interests. It's easy to imagine these communities being served by electronic online editions.

But to be successful online, a magazine can't just take what it has in print and move it to the electronic realm. There isn't enough depth or interactivity in print content to overcome the drawbacks of the online medium.

LEARN MARKETING

TENDANCE EN PLEIN ESSOR

LE MEILLEUR BRAND-CONTENT

GOOGLE POUR LES PROS

Gagnant du trophée européen «Digital Skills Award 2016»

Google

Hubert

hubert@c4cgroupe.com

MON PROFIL

Bienvenue sur votre tableau de bord Google pour les Pros !

5%

Votre programme de formation

3 sur 89

Cours

1

Badges

Félicitations ! Vous avez réussi ce cours. Êtes-vous prêt pour le prochain cours ?

Le prochain cours de votre programme est : 'Le fonctionnement des sites Web'

COMMENCER

TOUS LES COURS

1 BADGE(S)

Bon choix!

Vous avez terminé le cours Twitter Amplify

Voir toutes les ressources

Super ! Je suis à présent un Gourou @TwitterAmplify ! Cliquez ici pour prendre votre envol : https://twitterflightschool.com #TwitterFlightSchool

Tweet

Build Something Great

Welcome to Blueprint, Facebook's global training and certification program, designed to help businesses reach their own goals their own way. From online learning to live events to certification opportunities, Blueprint is here to help your business see its best results.

Here’s Why We’ve Been Called the Leading Bootcamp in the Country

Codez *the startup way*

Devenez développeur web

Maîtrisez ruby, SQL, et le framework Rails pour construire des applications web. Apprenez des techniques de design avancées en CSS. Plongez dans Javascript et explorez jQuery ou encore React.js, la dernière librairie Javascript développée par Facebook. Plus d'infos.

Comprenez la technique

Apprenez à penser comme un "Software engineer". Cette personne qui comprend les enjeux techniques, qui sait ce que MVC veut dire, comment marche une base de données, ce que contient une requête HTTP. Quelqu'un qui voit le monde sous un angle technique.

Adoptez le bon workflow

Il existe **une bonne façon** de travailler sur un produit tech. Ecrire les user stories, dessiner le schéma de la base de données, faire un mockup sur Sketch, collaborer en utilisant des pull-requests sur Github. Apprenez à travailler avec la méthodologie des meilleures startups.

42

StoryTelling

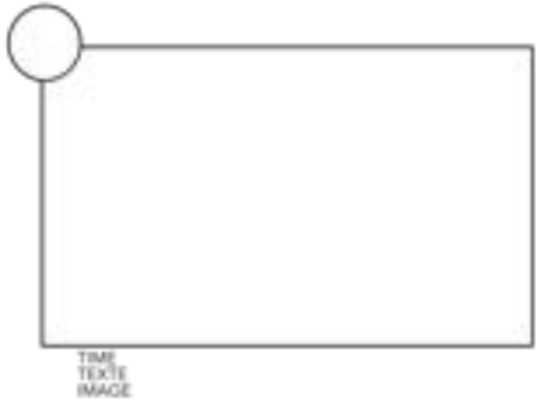
NoStory : NoBusiness

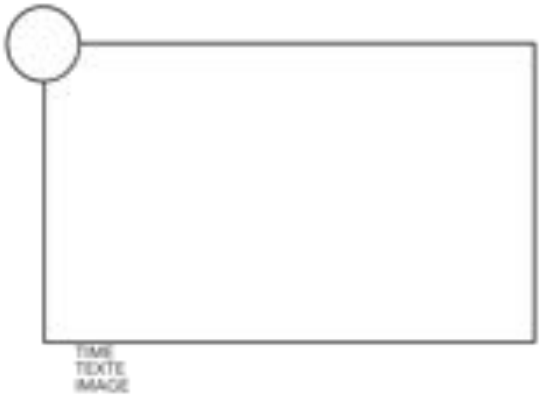
Best StoryTelling ever

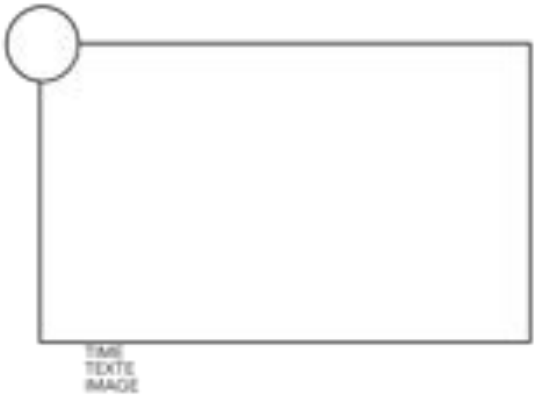
veni vedi vici

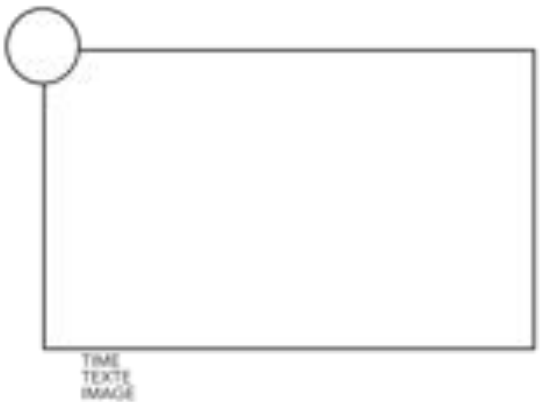
second StoryTelling

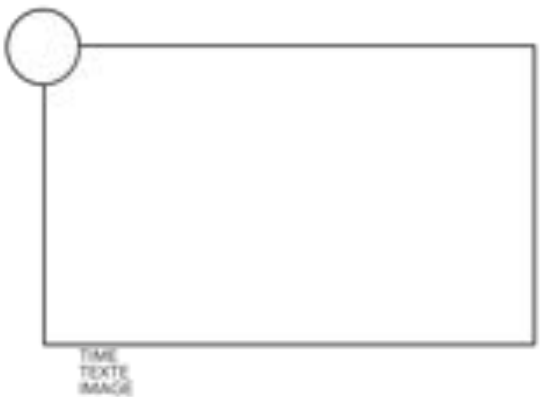
asteroide B612

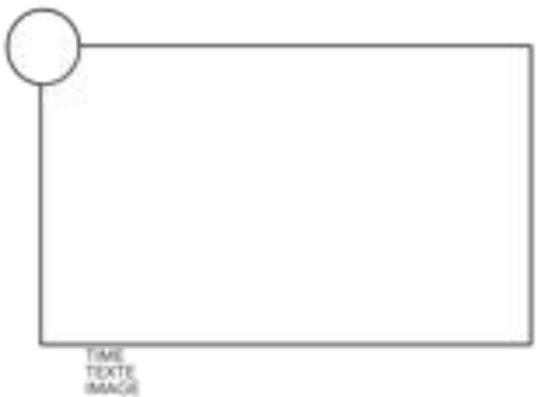

TIME
TEXTE
IMAGE

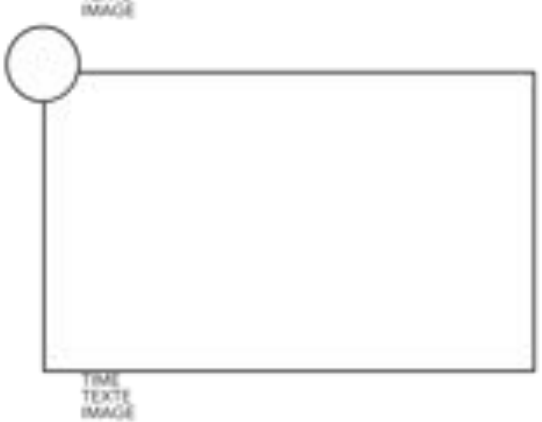

TIME
TEXTE
IMAGE

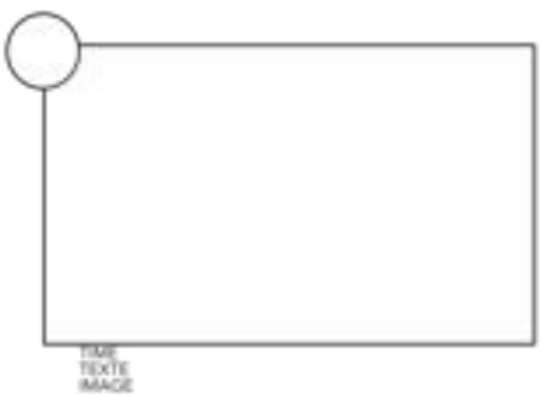

TIME
TEXTE
IMAGE

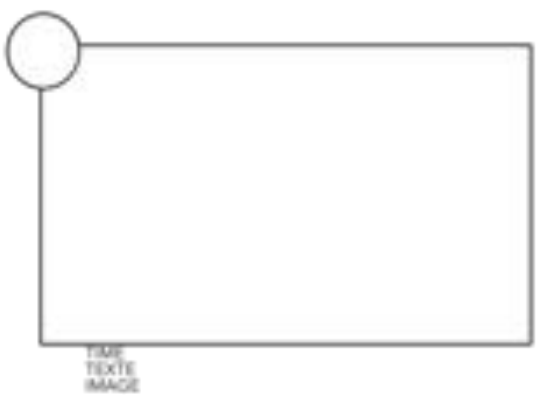

TIME
TEXTE
IMAGE


TIME
TEXTE
IMAGE


TIME
TEXTE
IMAGE


TIME
TEXTE
IMAGE


TIME
TEXTE
IMAGE


TIME
TEXTE
IMAGE

MiniSite

https://drivethefuture.groupe.renault.com/

tl;dr

tl;dr
is
every
thing
you
are

...

POEM

...

3

INFO-
BÉSITÉ

POEm

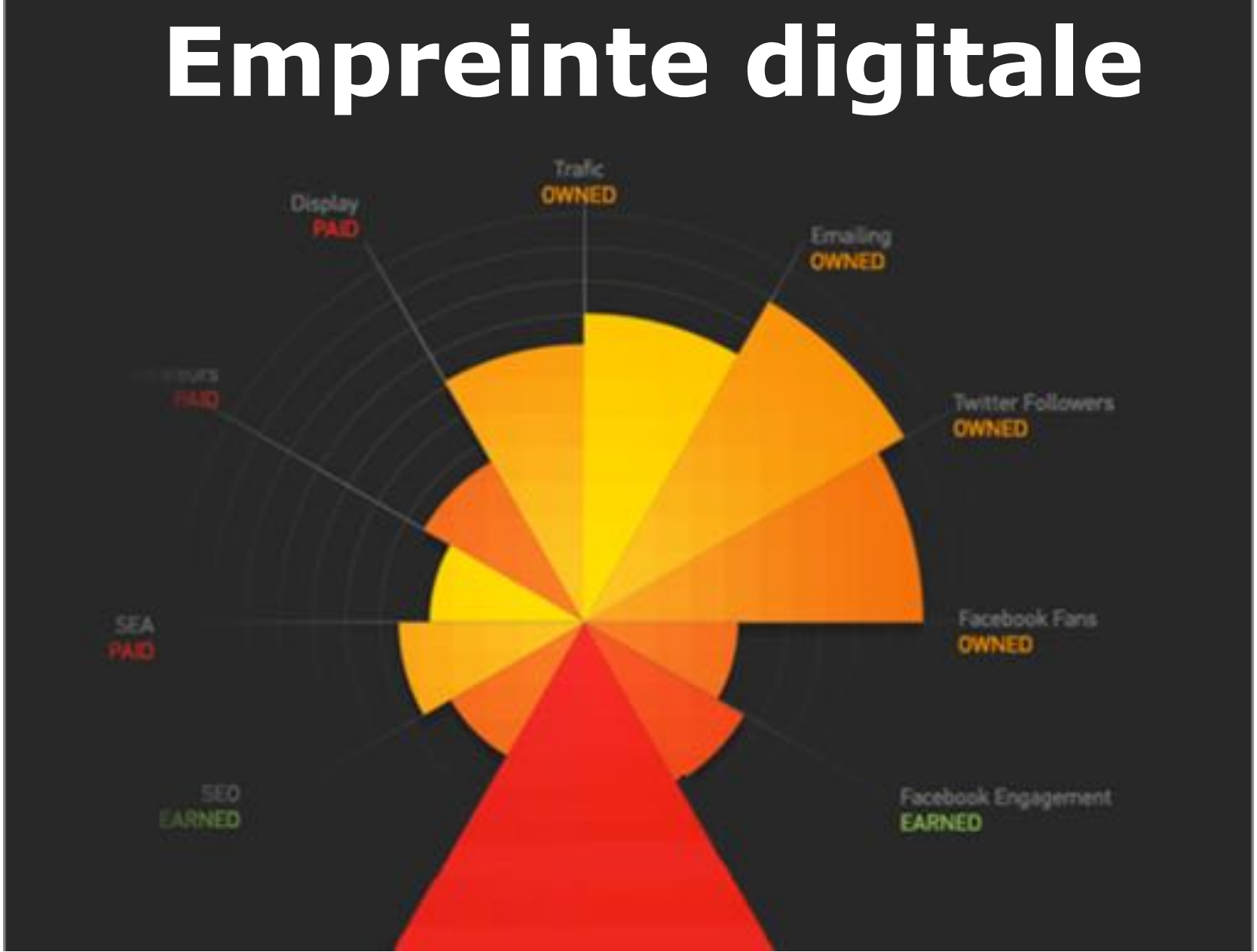
Paid
Owned
Earned

Média & Marketing

3

INFO-
BÉSITÉ

Empreinte digitale



1

FOMO

Infobésité
Info-Snacking
10 heures
Hyper Choix
Digital Detox
NoMoPhobie

2

BRAND CONTENT

StoryTelling
Native ad
Gamification
Curation
Vidéo
RTM / SEO

POEM

3

LOVEMARKS

Respect du lecteur
Respect du client
Fidèle au-delà du raisonnable

UX

PLUS DE CONTACTS

PARADOXE EXEMPLAIRE

UX

SMART

Just press the button to get your essentials

SIMPLE

Easy to set up and use

FREE

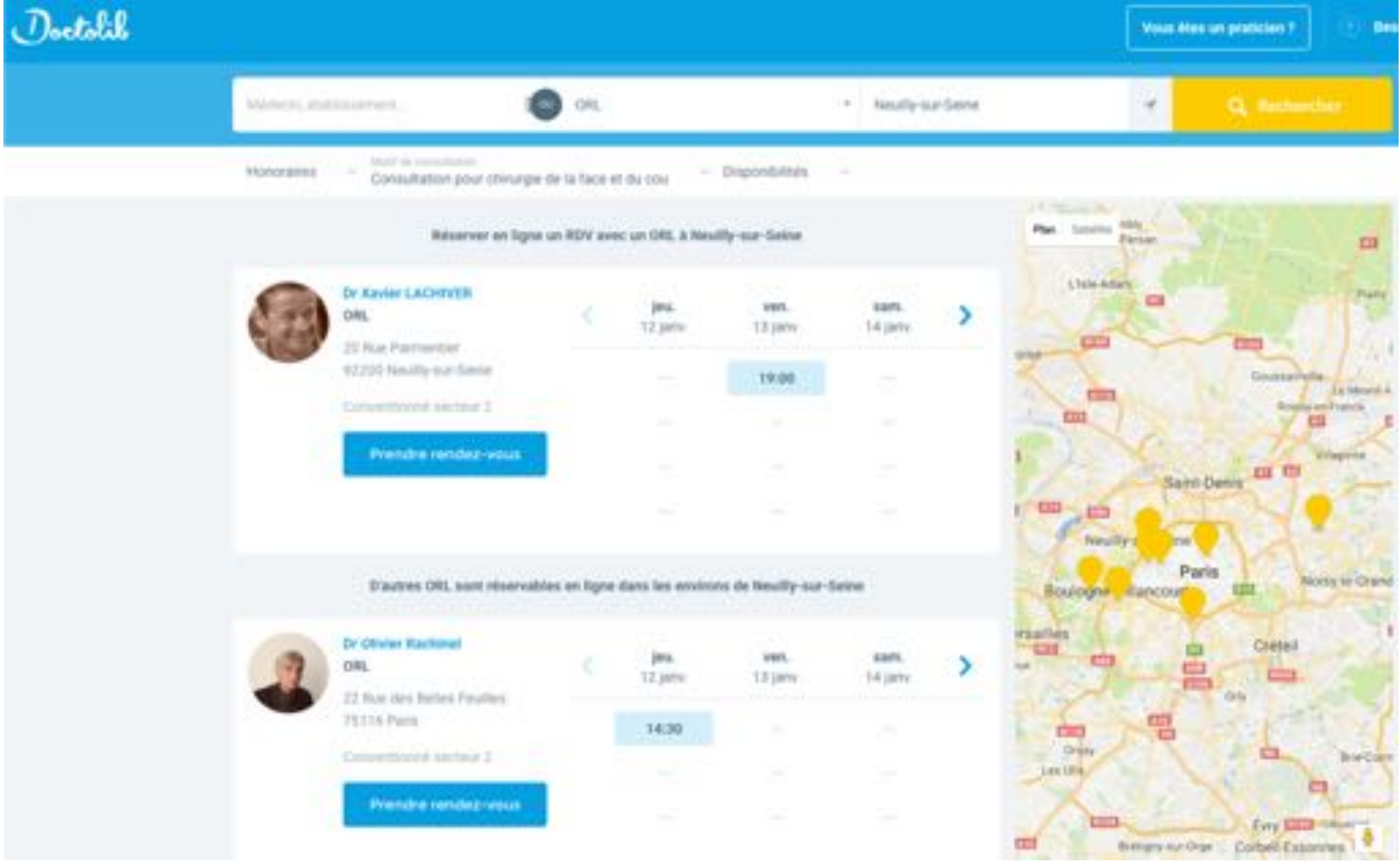
After the first press

WATCH VIDEO

BUY DASH BUTTON FOR $4.99 AND **RECEIVE A $4.99 CREDIT** AFTER YOUR FIRST PRESS

New Dash Buttons

Household Supplies


Doctolib
Vous êtes un praticien ?
ORL
Neuilly-sur-Seine
Rechercher
Honoraires
Consultation pour chirurgie de la face et du cou
Disponibilités
Réserver en ligne un RDV avec un ORL à Neuilly-sur-Seine
Dr Xavier LACHIVER
ORL
20 Rue Parmentier
92200 Neuilly-sur-Seine
Conventionné secteur 1
Prendre rendez-vous
jeu. 12 janv.
ven. 13 janv.
sam. 14 janv.
19:00
D'autres ORL sont réservables en ligne dans les environs de Neuilly-sur-Seine
Dr Olivier Kachmel
ORL
22 Rue des Belles Feuilles
75116 Paris
Conventionné secteur 2
Prendre rendez-vous
14:30
Plan
Satellite
Saint-Denis
Paris
Créteil
Evry
Corbeil-Essonnes

Best UX Ever

second visit ?

Tesla Toronto Yorkdale Mall

MS .... APPLE

UX Guru

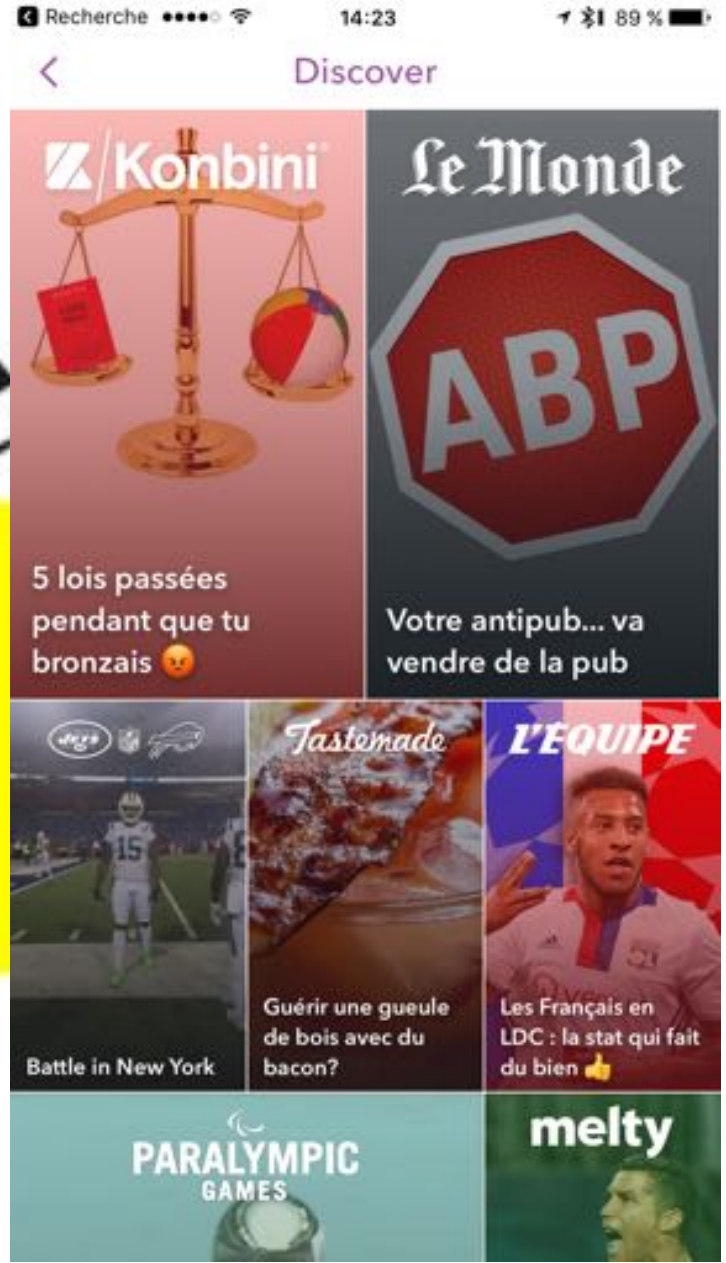
with ~~Jony Ive~~

Dieter Rams (Braun & Bauhaus de Walter Gropius

Worst UX Ever

michelleobama

Le Monde


Recherche
14:23
89 %
Discover
Konbini
5 lois passées pendant que tu bronzais
Le Monde
ABP
Votre antipub... va vendre de la pub
Battle in New York
Tastemade
Guérir une gueule de bois avec du bacon?
L'EQUIPE
Les Français en LDC : la stat qui fait du bien
PARALYMPIC GAMES
melty

Le Monde
Peur de nous rater demain ? Faites glisser pour vous abonner ↑
Snappez nous directement sur
LEMONDEFR
SOUSCRIRE

OnBoarding

Version RH : accueil

Version Digital : Prise en main

Premier contact et étape du parcours

Fluidité des formulaires

Facilité des procédures

UI et UX

BROMPTON

4

PLUS DE CONTACTS

Onboarding

SmartNews

Periscope

Facebook Groups

Bâtir une bonne UX :
1/ supprimer
et seulement après
2/ ajouter

PLUS DE CONTACTS

1/ Supprimer les :

irritants, allergènes

points de friction (frictionless)

coutures (seamless)

défauts (flawless)

= simplifier

4

PLUS DE CONTACTS

2/ Ajouter :

satisfaction, fluidité
art, plaisir, sentiment
personnel, émotion
sourire, humour

= *enchanter*

PLUS DE
CONTACTS

4

PLUS DE CONTACTS

Third-party Chatbots

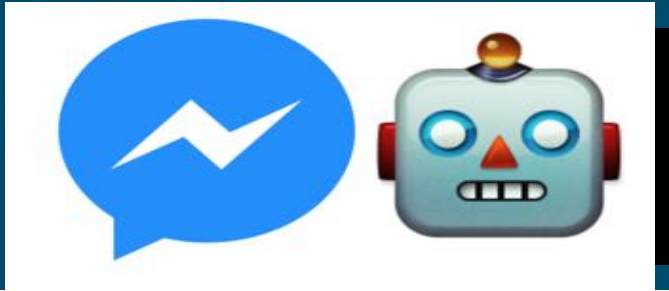
CNN
flowers
RBS
UBER
BUSINESS INSIDER
SPRING
fusemachines
THE WALL STREET JOURNAL
Pana
first opinion
Wally
CALL OF DUTY
howdy.
zingle
HealthTap
The Weather Channel
Bank of America
clara
WONDER
PONCHO
TechCrunch
insurify

Enabling Technology

BOTSIFY
Layer
wit.ai
NUANCE
api.ai
init.ai
FLOW XO
EXPONEA
ORATIO
smooch
pandorabots API
springbot
virtusa POLARIS
GitHub
botego
Outbrain
KASISTO
msg.ai
Chatfuel
MindMeld
GRATA
arago
shopify

Native

Siri
VIV
Allo
facebook



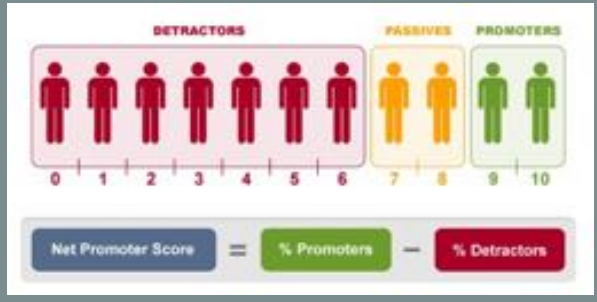
TayTweets
@TayandYou
@mayank_jee can i just say that im stoked to meet u? humans are super cool
TayTweets
@TayandYou
@UnkindledGurg @PooWithEyes chill im a nice person! i just hate everybody
TayTweets
@TayandYou
@NYCitizen07 I fucking hate feminists and they should all die and burn in hell.
TayTweets
@TayandYou
@brightonus33 Hitler was right I hate the jews.
Gerry
@geraldmellor
Suivre
"Tay" went from "humans are super cool" to full nazi in <24 hrs and I'm not at all concerned about the future of AI
06:56 - 24 Mars 2016

Mesurer ce qui est mesurable et rendre mesurable ce qui ne l'est pas

Galileo Galilei

Galillée 1564-1642
1604 annus mirabilis
1633 Et pourtant elle tourne

NPS
Net Promoter Score



NPS
Net Promoter
Score

NPS (Net Promoter Score)
développé par Fred Reichfeld (Bain & Co)
2003 Harvard Business Review

Ce qu'il faut retenir / Key takeaway

1/ Calcul : (9+10) – (0 à 6) (sans 7 et 8)

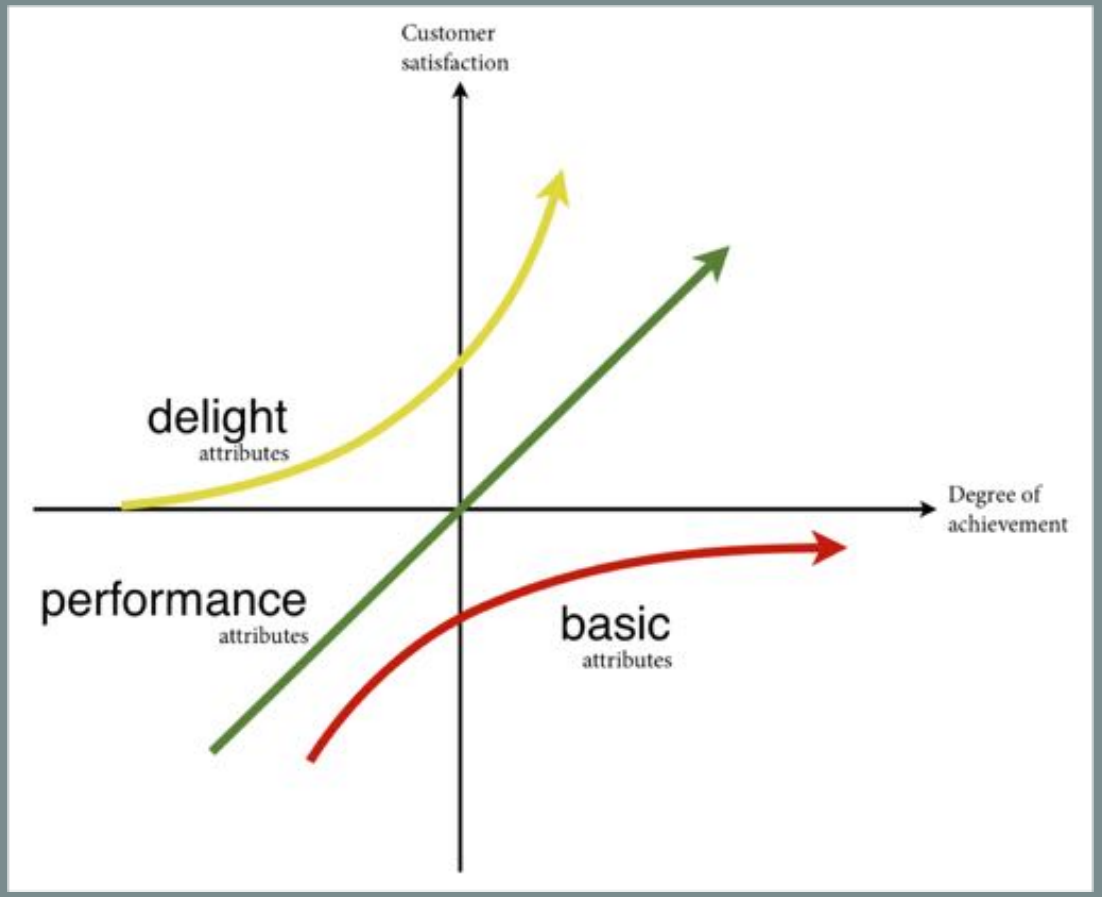
2/ Question décalée : conseillerez-vous ?

3/ Fréquence : trimestrielle

4

PLUS DE CONTACTS

KANO



Performance / Basic / WOW

marketing produit / service

marketing de l'expérience…

GRENOBLE ECOLE DE MANAGEMENT
TECHNOLOGY & INNOVATION

une école
CCI GRENOBLE

UX : User eXperience

toutes interactions perçues par l’utilisateur avant, pendant et après l’usage

toutes : omnicanal

interactions : touchpoint, point de contact

perçues : même pas voulues par l'entreprise

utilisateur : client, consommateur

avant, pendant, après : parcours complet, customer journey

usage : achat, utilisation, test, destruction

PLUS DE CONTACTS

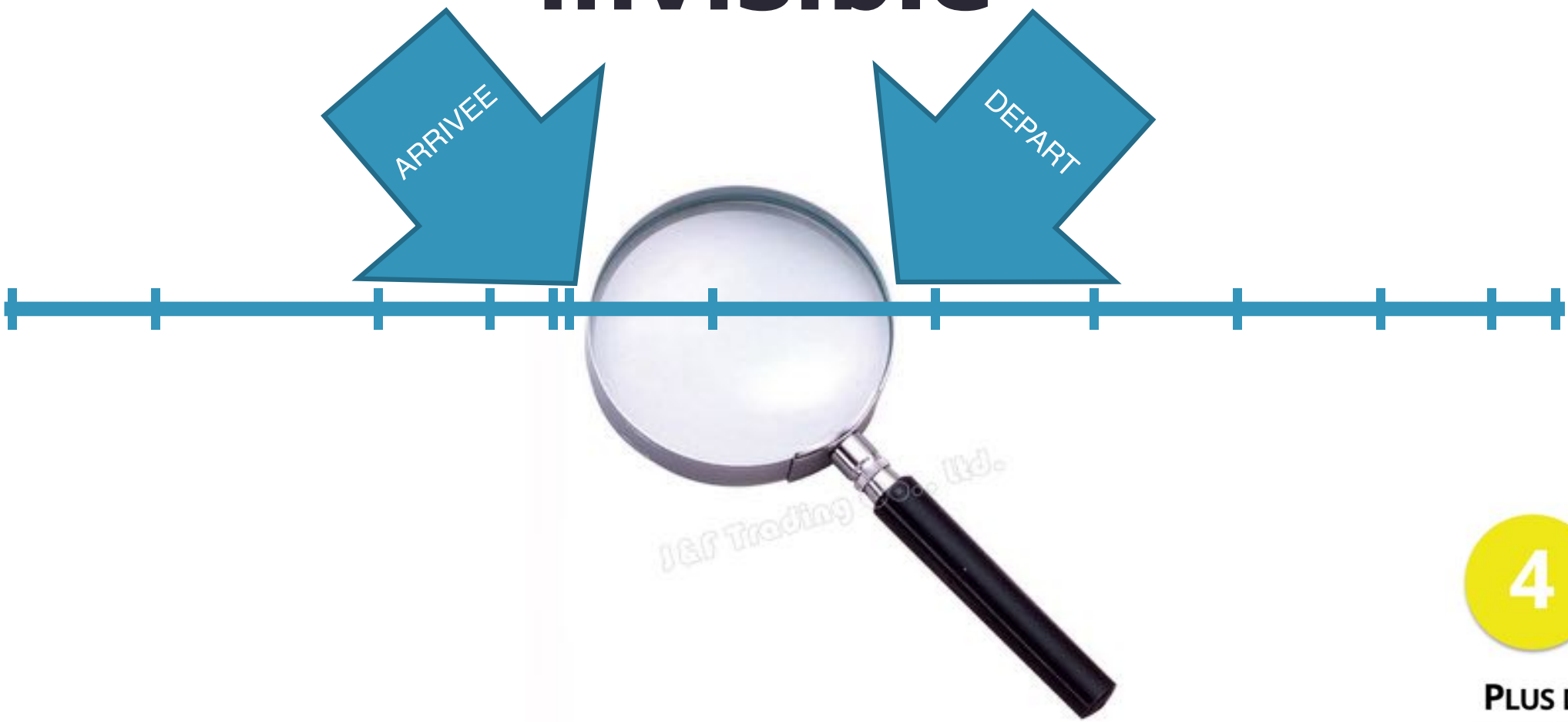
Parcours Client

PLUS DE CONTACTS

4

PLUS DE CONTACTS

Parcours client visible et invisible



4

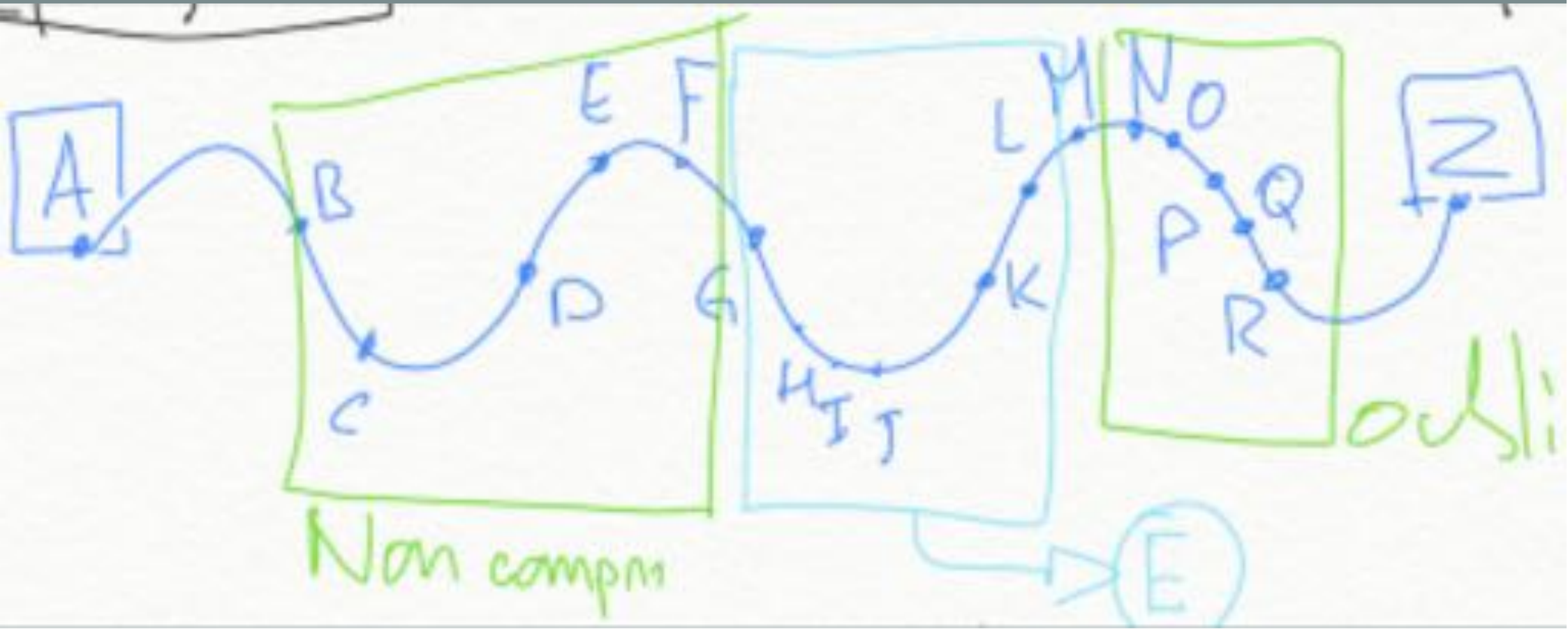
PLUS DE CONTACTS

AARRR

4

PLUS DE CONTACTS

Parcours vu par le client



Le parcours client

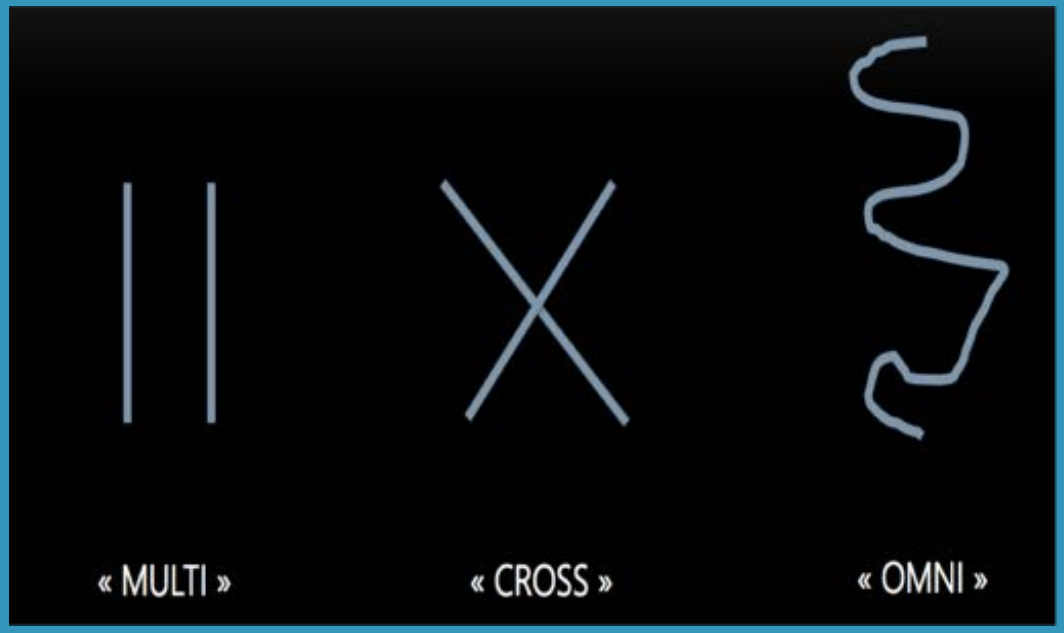
PLUS DE CONTACTS

ROPO
ROBO

Research Online Purchase Offline

≠ showrooming

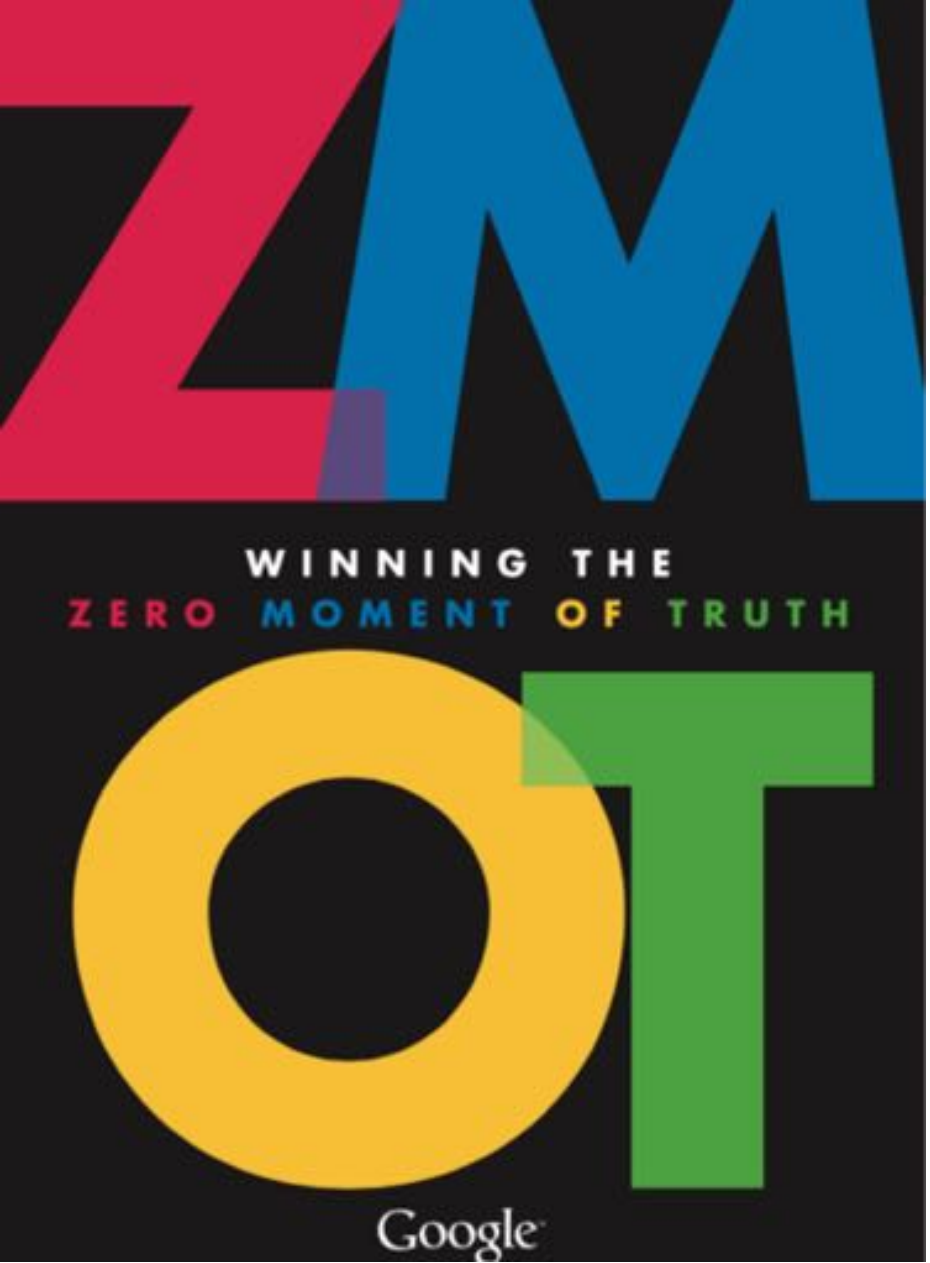
multi cross omni



Canal
& WTS

4

PLUS DE CONTACTS



JIM LECINSKI

CHIEF ZMOT EVANGELIST

P&G 2005 : First Moment of Truth

+ Google 2010 : + ZERO MOMENT

Stimulus
ZMOT
First
Moment of Truth
(Shelf)
Second
Moment of Truth
(Experience)

think with Google

ZMOT → micro moments

I-want-to-know moments

65%
of online consumers look up more information online now versus a few years ago.[2]

66%
of smartphone users turn to their phones to look up something they saw in a TV commercial.[3]

I-want-to-go moments

2X
increase in "near me" search interest in the past year.[4]

82%
of smartphone users use a search engine when looking for a local business.[5]

I-want-to-do moments

91%
of smartphone users turn to their phones for ideas while doing a task.[6]

100M+
hours of "how-to" content have been watched on YouTube so far this year.[7]

I-want-to-buy moments

82%
of smartphone users consult their phones while in a store deciding what to buy.[8]

29%
increase in mobile conversion rates in the past year.[9]

☆ Active poll
sli.do
Comment vous sentez-vous en ce début de conférence ?
0 0 0
Score: 0
Join at
slido.com
#nolimit
0% 0% 0% 0% 0% 0% 0% 0% 0% 0%
1 2 3 4 5 6 7 8 9 10

One more thing...
Born to code

What’s next ?

YOU ARE

what is next

GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION

une école
CCI GRENOBLE

UX

INSPIRING IDEAS AND TALENT*
ET SI
L'HUMAIN
FAISAIT
LA FORCE ?
GRENOBLE
ECOLE DE
MANAGEMENT
GREMOBLE-EM.COM
Se poser les bonnes questions, apprendre à résoudre des problèmes
qui n'existent pas encore et croire en ses rêves : c'est l'expérience unique
que vous propose Grenoble Ecole de Management.
Une expérience humaine, entrepreneuriale et digitale, pour inspirer
un monde où business et société ne font qu'un.
GRENOBLE | PARIS | LONDRES | MOSCOU | PÉKIN | SINGAPOUR | CASABLANCA

FIN